

CERTIFICATE OF ELECTRONIC TRANSMISSION

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Date: May 5, 2008

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BHGL Ref. No. 12729/38
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application:

Elliot Yasnovsky et. al.

Examiner: Namrata Boveja

Serial No.: 10/700,837

Group Art Unit: 3622

RCE Filed: January 11, 2006
Filed: November 3, 2003

Confirmation No.: 5781

For: SELF-SERVICE PLATFORM FOR
SELLING ADVERTISING

AMENDMENT AND REMARKS

Mail Stop: Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated February 4, 2008, please enter the following amendment and consider the following remarks: